

Exhibit 1

ESTIMATED CONSUMER TAKEAWAY

	ACTUAL VOLUME	PRIOR YEAR LOAD	CURRENT YEAR PAYBACK	ESTIMATED CONSUMER TAKEAWAY	
				VOL.	% CHG
1980	616.7			616.7	
1981	626.5		1.744	624.7	1.30%
1982	622.3	1.744	8.8	615.3	-1.52%
1983	596.0	8.8	9.8	595.0	-3.30%
1984	599.7	9.8	15.5	594.0	-0.16%
1985	594.7	15.5	22.1	588.1	-0.99%
1986	581.9	22.1	28.3	575.7	-2.10%
1987	570.0	28.3	31.2	567.1	-1.49%
1988	557.8	31.2	33.4	555.6	-2.03%
1989					
1989 SCENARIOS					% CHG VS. 1988
BASE CASE	537.2	33.4	33.8	536.8	-3.38%
ELAST:CONS EST(SHIP)-MIN	535.7	33.4	33.8	535.3	-3.65%
ELAST:CONS EST(SHIP)-MAX	539.7	33.4	33.8	539.3	-2.93%
REGRESSION	538.4	33.4	33.8	538.0	-3.17%
ELAST:SHIP-MIN	537.4	33.4	33.8	537.0	-3.35%
ELAST:SHIP-MAX	540.3	33.4	33.8	539.9	-2.83%
REDUCE LOAD 50%	520.3	33.4	16.9	536.8	-3.38%
REDUCE LOAD 25%	528.8	33.4	25.4	536.8	-3.38%
MATCH 1988 LOAD	537.2	33.4	33.4	537.2	-3.31%

- Coupon clipack

$$\div \text{Ind} = 9 \times 204$$

